6. (Amended) A method executed in a computer system for targeting advertisements comprising:

associating at least one category with documents that may be retrieved, said category including at least one term;

associating at least one supercategory with multiple categories;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a data query;

determining a first of said at least one supercategory based on at least one term of said data query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

10. (Amended) The method of Claim 6, further including:

ranking said documents in accordance with terms occurring in said data query and terms occurring in said multiple categories of the first supercategory.

13. (Amended) The method of Claim 6, further including:

forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said multiple categories associated with said first supercategory;

wherein said banner ad term list is managed by a dedicated server included in said computer system.

15. (Amended) A computer program product for displaying advertisements comprising:

machine executable code for associating at least one category with documents that may be retrieved, said category including at least one term;

machine executable code for associating at least one supercategory with multiple categories;

machine executable code for associating an advertisement with at least one of said supercategories;

machine executable code for determining at least one term associated with a data query;

machine executable code for determining a first of said at least one supercategory based on at least one term of said data query and said multiple categories of the at least one supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory.

19. (Amended) The computer program product of Claim 15, further including:

machine executable code for ranking said documents in accordance with terms occurring in said data query and terms occurring in said multiple categories of the first supercategory.

22. (Amended) The computer program product of Claim 15, further including:

machine executable code for forming a banner ad term list, each element of said banner ad term list including terms of said first supercategory and terms of said multiple categories associated with said first supercategory, and

wherein said banner ad term list is managed by a dedicated server included in said computer system.

24. (Amended) An apparatus for displaying advertisements comprising:

means for associating at least one category with documents that may be retrieved, said category including at least one term;

means for associating at least one supercategory with multiple categories;

means for associating an advertisement with at least one of said supercategories;

means for determining at least one term associated with a data query;

means for determining a first of said at least one supercategory based on at least one term of said data query and said multiple categories of the at least one supercategory; and

means for displaying an advertisement associated with said first supercategory.